A Trip Thru Freihofer's

20th Street & Indiana Ave.

MR. WILLIAM FREIHOFER
President

Who, with his brother, founded this business
44 years ago

Freihofer's

DEAR GUEST:

Just a few years ago, every housewife prided herself on her ability to bake big, golden loaves of nourishing quality.

Today, almost every family eats bakers' bread. No longer does the housewife bake.

There is a reason for this remarkable change. The modern baker has proved to the housewife's satisfaction that science and intelligent care make good, uniform, nourishing bread a daily certainty.

And because we feel that Freihofer's Fine Bread is made like homemade, we welcome your inspection of our bakery and its personnel.

It is our hope that your "trip thru the largest bakery in the world" will prove not only extremely interesting, but educational as well. Suggestions and criticisms are invited.

Sincerely yours,

William Freihofer

Signs Bearing the Following Num

Fourth Floor Mezzanine

1. *Flour Scales:*—Here the carefully blended flour, coming from the storage bins above, is quickly and accurately weighed before going into the mixer.

Fourth Floor Mezzanine

2. *Water Scales:*—Filtered water is also carefully weighed. Regular city water, hot water or ice water may be drawn at will.

Fourth Floor Mezzanine

3. *Flour Sifter:*—This consists of a very fine screen which sifts the flour a SECOND time before it drops into the mixer.

Fourth Floor Mezzanine

4. *Yeast Emulsifier:*—Electrically separates the yeast cakes into fine particles and suspends them in water. The mixture is known as an emulsion.

Fourth Floor

5. *Electric Sponge Mixers:*—Yeast is added to the flour and water, and these three ingredients, enough for about 1,000 loaves and weighing half a ton, are quickly and thoroughly mixed into what is known as a sponge.

Fourth Floor

6. *Fermentation Room—first stage:*—Here the sponge stands until the chemical action caused by the growth of the yeast raises it to the proper volume. The temperature and moisture content of this room are kept constant by a device that you shall see later on.

Fourth Floor

7. *Sponge Room Chutes:*—For dropping the raised sponge dough into the machines below, where it is re-mixed with other ingredients.

Third Floor

8. *Electric Dough Mixers:*—These machines are exactly like the sponge mixers on the floor above. Malt, sugar, salt, milk, shortening and more flour are added to the sponge and the whole mixed again into what is known as dough.

Third Floor

9. *Fermentation Room—second stage:*—This is a duplicate of the first stage fermentation room and serves the purpose of raising the dough again after the second and final mixing. Temperature and moisture content are under the same exacting control.

Third Floor

10. *Temperature and Moisture Control:*—This is the device that maintains a constant temperature and moisture content in the fermentation rooms.

Third Floor

11. *Dough Room Chutes:*—For dropping the raised dough to the machines on the floor below, where it is made into loaves.

Second Floor

12. *Divider:*—This remarkable machine cuts the mass of dough into pieces of uniform size, six pieces at each stroke. The machine may be adjusted to cut the

bers Will Identify Each Machine

pieces in exactly any weight desired. The capacity of each divider is 6,000 loaves per hour.

Second Floor

13. *Rounder:*—Kneads each piece of dough and at the same time forms a dry surface on it to prevent sticking to the machines through which it passes later. The speed of the rounder is synchronized with the divider, or regulated so that it will handle exactly the same number of loaves per hour. The success of the straight line system depends upon this clock-like regulation of the various machines.

Second Floor

14. *Traveling Proofer:*—The two previous operations, dividing and rounding, have reduced the volume of the dough slightly, making it necessary to raise the dough again in this traveling proofer. The loaves of dough remain here for 14 minutes. The proofer is also regulated to handle 6,000 loaves per hour.

Second Floor

15. *Moulder:*—This machine does just what the name suggests. It moulds or shapes the pieces of dough into loaves, ready for the pans, at the rate of 6,000 loaves per hour.

Second Floor

16. *Proof Room:*—In this room, the dough, now in pans, or on flat boards known as peels, raises for the third and last time before going into the oven. 50 minutes in this room raises the dough to the required volume. Temperature and moisture are kept constant by devices similar to the one described in item Number 10.

Second Floor

17. *Traveling Oven—Receiving End:*—These ovens are the highest development of the bake oven. The floor of the oven is a traveling endless chain. The bread is placed on the traveler at this end and is delivered at the other end, 130 feet away, baked to a golden brown. The source of heat is gas. The temperature can be changed at will to accommodate different sizes of loaves and is under automatic control at all times.

Second Floor

18. *Traveling Oven—Delivery End:*—The baked loaves come out at this end of the oven and are carried through the chute to the cooling conveyor on the floor below.

First Floor

19. *Cooling Conveyor:*—This traveling conveyor receives the loaves hot from the oven and carries them over a route of 440 feet and delivers them, after 1 hour and 45 minutes of travel, to the wrapping machines, still warm, but cool enough to wrap.

First Floor

20. *Wrapping Machines:*—These ingenious machines are electrically driven and are entirely automatic in operation. Each machine wraps and seals a loaf every second.

There Are Two Ways

Bread Can be Made THIS Way

Compare What Goes

Ordinary Bakers' Flour?

Ordinary Bakers' Flour, or the flour used in some commercial baking, is likely to be a long patent flour *that has lost a considerable percentage of its essential elements.*

Cheap Malt or No Malt?

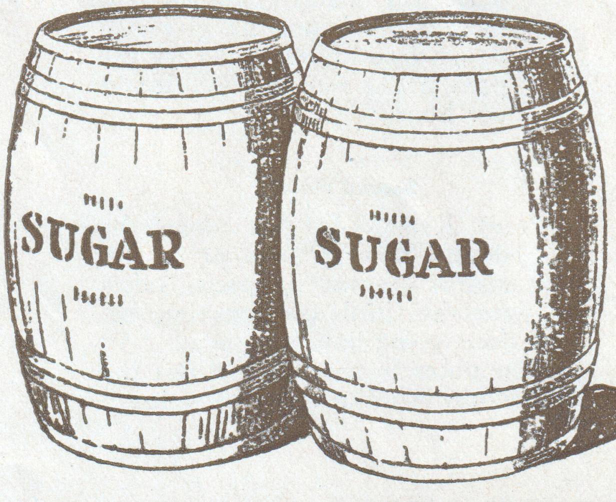
A lot of Bread is made with cheap malt. A lot is made with no malt at all. This bread is likely to be of uneven texture and without flavor.

Little, No Milk or Poor Milk?

Bread can be made with little milk . . . with no milk at all . . . with untested milk or with milk poor in butter fats. The absence of milk or the use of low quality milk accounts for a lot of the inferior bread on the market.

Poor or Less Shortening?

Poor or even skimpy shortening makes many bakers' loaves tough and poor in flavor.



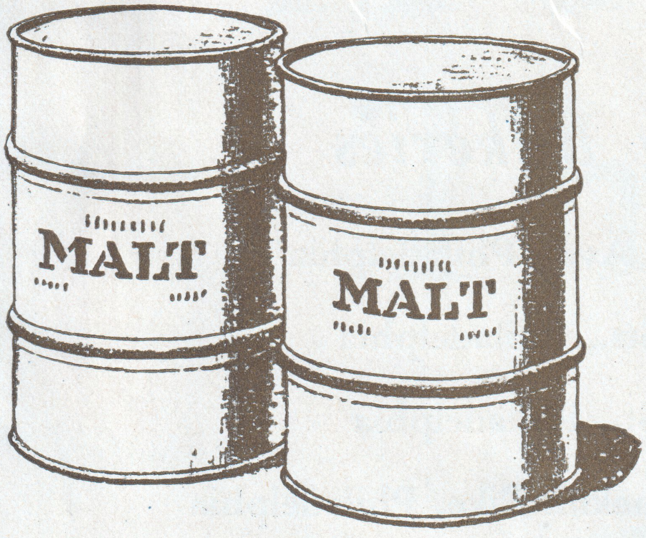
Sugar Substitutes?

Glucose and even saccharine take the place of sugar in the bread of some bakers.

to Make Bread——

THIS is How We Make FREIHOFER'S FINE BREAD

Into the Bread



Short Patent Flour!

Freihofer's Fine Bread is made with short patent flour only. This is flour of the highest grade, containing more minerals and more vitamins from the original wheat than ordinary bakers' flour.

Best Grade of Malt!

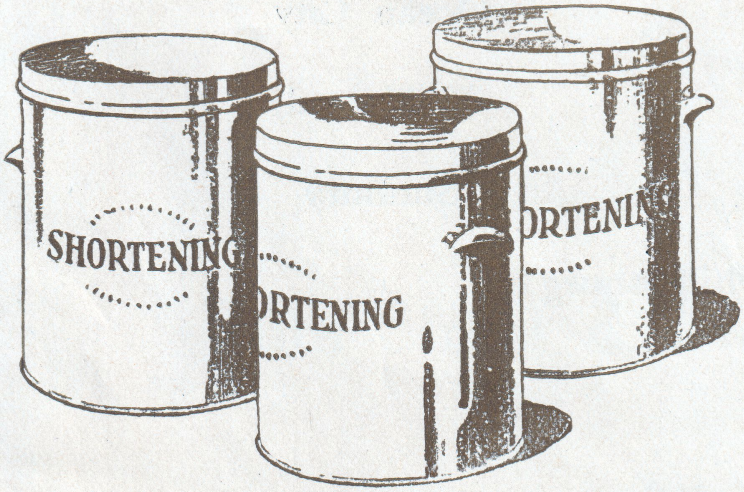
Malt is a healthful ingredient and it is never left out of *Freihofer's* Fine Bread. *To get the very best grade, Freihofer always manufactures its own malt.*

Rich Milk—Tested!

Only the richest milk . . . high in butter fat . . . goes into *Freihofer's* Fine Bread . . . *and every bit of it has been tuberculin tested.*

High Grade Shortening!

The tenderness . . . the delicious flavor of *Freihofer* loaves come from the very highest grade shortening.



Highest Grade Sugar!

Not one grain of a sugar substitute! Every loaf of *Freihofer's* Fine Bread is made from the finest quality white sugar.

Freihofer's

Operating Bakeries

20th St. & Indiana Ave., Philadelphia

24th & Master Sts., Philadelphia

5640 Summer St., Philadelphia

Washington Lane & Limekiln Pike, Philadelphia

Camden

Wilmington

Atlantic City

Trenton

Allentown

Altoona

Erie

Chester

Harrisburg

Asbury Park

Reading

Ocean City

Wildwood

Sunbury

Phillipsburg